

From: Ralph J. Hochman
To: Microsoft ATR
Date: 12/10/01 9:31pm
Subject: Microsoft Case

I am at a loss to understand the basis for the entire case. I have followed it reasonable close and I just can not understand why a company that wins in the market place is penalized. I think our inter-national competitors are laughing at us and wondering what kind of funny stuff we are smoking.

There are many large companies that could put a great deal of cash back into R & D and product development and truly be fierce competitors. It is a sad day for the concept of capitalism when the successful companies have to be held back by the Government.

By this standard, I would think that you would be all over Wal-Mart-whose stated objective is to ultimately be the only place to shop in America. The real devastation done by Wal-Mart in many small towns throughout America is unbelievable-but no one jumps on them. They just keep on growing and everyone loves them.

As to the concept that Microsoft has charged too much for its software-I find this part of your case absolutely outrageous. Since when has the ultimate consumer become so dumb that he can not decide "what's a reasonable price"? In college I was taught that price is a deal between willing buyers and sellers-I guess your staff would rather decide what's reasonable-heaven help us all when the Government decides what's reasonable. If the fiscal responsibly of Government to date is any sign of its ability to use fiscal savvy, then I think we are all in trouble.

Microsoft has created a market when there was not one-This new market has allowed me to my work without expensive techies to bleed me dry programming propriety software and computers that never were very good in the first place.

Hail to Microsoft-the consumer's hero.

Sincerely,

Ralph Hochman